

WHAT IS CLAIMED IS:

1. A display apparatus, comprising:

a support frame member projecting from an external support surface and defining an inner volume;

5 a flexible covering member including means for removably covering said frame member and bounding said inner volume therein;

said support frame supporting said flexible covering member and defining at least one visual plane on said covering member;

10 said display apparatus enabling the positioning of at least one visual image on said covering member proximate said visual plane and available for visual approach by an external viewer; and

15 at least a lighting assembly positioned within said bounded inner volume, whereby at least a light projected from said lighting assembly illuminates said covering member, enabling an easy perception of said visual image by said external viewer.

2. A display apparatus, according to claim 1, wherein:

20 said support frame member further comprising means for rapidly assembling and disassembling said frame member, whereby elements of said frame member may be rapidly assembled into a frame unit and rapidly disassembled by a user allowing easy storage and transportation of said display apparatus in a compact shape.

3. A display apparatus, according to claim 2, wherein:

said lighting assembly further comprises at least one of a suspended lighting unit, a fixed lighting unit, a mobile lighting unit controllably movable relative to said

support frame member, and a projecting display unit.

4. A display apparatus, according to claim 3, further comprising:

at least one external lighting assembly fixed to said support frame effective to project said illumination on a surface of said covering member proximate said visual image.

5. A display apparatus, according to claim 2, wherein:

said lighting assembly includes at least said projecting image display unit; and
said projecting display unit being one of a video projector and a fixed image projector, whereby said projecting display unit is effective to project at least one image on an internal surface of said covering member, thereby attracting said visual approach by said external viewer.

6. A display apparatus, according to claim 3, further comprising:

at least one display support projecting from said frame member external to said bounded inner volume; and

said display support being at least one of a removably attached and a fixably attached display support relative to said support frame, whereby said display support allows a user to modify the design of said apparatus to include an additional display for supporting items for viewing external to said bounded inner volume, while not inhibiting a rapid removal of said flexible covering member.

7. A display apparatus, according to claim 2, wherein:

said frame member comprises at least one of a plurality of rigid framing members, a flexibly resilient framing member, a support footing member, a means

for rolling said display apparatus relative to a support surface, and a means for manually or automatically rotating said display apparatus relative to said support surface, whereby said at least one enhances a user convenience of said display apparatus.

5 8. A display apparatus, according to claim 1, wherein:

 said flexible covering member includes at least one of a top opening and a bottom opening; and

 each said opening in combination with and said bounded inner volume being effective to allow the escape of a thermal energy created during operation of said at least one lighting assembly from said bounded inner volume thereby minimizing a thermal degradation of said flexible covering member and said lighting assembly.

10

9. A display apparatus, according to claim 1, wherein:

 said flexible covering member includes at least one removable flexible display member;

15 said at least one display member including said at least one visual image, thereby enabling said visual approach by said external viewer; and

 means for removably fixing said at least one display member on said flexible covering member, whereby said means for removably fixing enables a simple removal of said flexible display member for convenient storage without necessitating complete removal of said flexible covering.

20

10. A display apparatus, according to claim 9, wherein:

 said means for removably fixing said at least one display member includes at least one of a plurality of mechanical snaps, a plurality of velcro members, and a

zipper member;

said at least one positioned proximate an outer boundary of said visual plane;

and

said at least one enabling said flexible display member to be rapidly affixed
5 to said flexible covering for easy assembly and rapidly removed for storage, thereby
facilitating a rapid and inexpensive change in said visual image by a user.

11. A display apparatus, according to claim 8, further comprising:

at least one seam in said flexible covering member;

a closure member positioned along said seam;

10 said closure member being at least one of a zipper closure member, a snap
closure member, a laced closure member, and a velcro closure member; and

said closure member being effective to open said seam during an assembly
or disassembly of said flexible covering member with said frame member and
speeding the process, while allowing a closing of said seam after assembly thereby
15 enabling a rapid change between flexible coverings.

12. A display apparatus, according to claim 3, wherein:

said lighting assembly further comprises automated means for receiving and
storing a programed input and driving a control means of said lighting assembly,
thereby enabling a selected and programmed lighting operation to be used to increase
20 the advertizing effectiveness of said display apparatus; and

power distribution means for receiving an external power and for distributing
an input power to said lighting assembly and said automated means, whereby safe
electrical operation of said display apparatus is improved.

13. A display apparatus, according to claim 12, wherein:

said display apparatus includes at least one of said mobile lighting unit and said display projecting unit; and

5 said automated means being effective to operate said at least one of said mobile lighting unit and said display projecting unit.

14. A display apparatus, according to claim 7, wherein:

said frame member includes said plurality of rigid framing members said support footing member;

10 said support footing member spacing said frame member from said support surface; and

a plurality of spacing members spacing said support footing member from frame member, thereby presenting said visual image proximate said external viewers eye-level for easy viewing.

15. A display apparatus, according to claim 8, wherein:

15 said flexible covering member includes both said top and said bottom openings; and

20 at least one of said openings including means for tightening the covering member along said at least one visual plane, whereby said means for tightening minimizes wrinkles in said covering member and enables smoother viewing of visual image.

16. A display apparatus, according to claim 15, wherein:

said top opening includes said means for tightening, said means for tightening further comprising:

at least one of a plurality of adjustable strips, a draw-string means, an elastic member, a combination of said adjustable strips and said elastic member; and a combination of said elastic member and said draw-string means.

5 17. A display apparatus, according to claim 16, wherein:

· said bottom opening includes said means for tightening, said means for tightening further comprising:

10 at least one of a second plurality of adjustable strips, a second draw-string means, a second elastic member, a combination of said second adjustable strips and said second elastic member; and a combination of said second elastic member and said second draw-string means.

18. A display apparatus, according to claim 1, wherein:

15 said support frame member comprises at least a first bottom and a first top member, said bottom member between said top member and said support surface; and

said support frame member further comprising at least a first and second side members spacing said top and bottom members apart, whereby after an assembly of said support frame, said top, bottom and first and second side members are effective to define said inner volume.

20 19. A display apparatus, according to claim 18, wherein:

said support frame member further comprises means for rapidly assembling and disassembling said top, bottom, first side, and second side members relative to each other, whereby said members of said frame member may be rapidly assembled

into a frame unit and rapidly disassembled by a user allowing easy storage and transportation of said support frame member in a compact shape.

20. A display apparatus, according to claim 19, wherein:

5 said means for rapidly assembling and disassembling includes a plurality of male and female sections proximate respective corners of said support frame, whereby during said assembly said female members receive said male members and provide a sleeved-overlap connection of said members; and

10 means for releasably engaging and disengaging said male and female sections thereby enabling said rapid assembly of said support frame into a rigid frame and a disassembly through separation of said male and female sections.

21. A display apparatus, according to claim 3, wherein:

 said lighting assembly further comprises at least one of a sound projecting unit, and a scent projecting unit.

22. A display kit, comprising:

15 a support frame member defining an inner volume;
 a flexible covering member including means for removably covering said frame member and for bounding said inner volume therein;

20 said support frame supporting and tensioning said flexible covering member and defining at least one visual plane in a position available for visual approach by an external viewer;

 said support frame member including means for rapidly assembling and disassembling said frame member, whereby a plurality of elements of said frame member may be rapidly assembled into a frame unit and rapidly disassembled by a

user allowing easy storage and transportation of said support frame member in a compact shape; and

at least one lighting assembly positioned within said bounded inner volume, whereby at least a light projected from said lighting assembly illuminates at least a portion of inside of said covering member, whereby said illumination enhances a perception of said visual image by said external viewer.

23. A display kit, according to claim 22, wherein:

said lighting assembly is at least one of a suspended lighting unit, a supported lighting unit, a mobile lighting unit controllably movable relative to said image, and a projecting display unit effective to project said visual image on said visual plane of said flexible covering member.

24. A display kit, according to claim 22, wherein:

said frame member including at least one of a plurality of rigid framing members, a flexibly resilient framing member, and a support footing member, whereby said at least one enables said frame member and said kit to form shapes adaptive to alternative display requirements.

25. A display kit, according to claim 22, wherein:

said flexible covering member includes at least one of a translucent and a semi-transparent material portion;

at least one flexible display member on said flexible covering;

said at least one display member including said at least one visual image, thereby enabling said visual approach by said external viewer and illumination by said at least one lighting assembly; and

means for removably fixing said at least one display member to said flexible covering member, whereby said means for removably fixing enables a simple removal of said flexible display member for convenient storage without necessitating complete removal of said flexible covering member from said support frame, thereby enabling easy replacement of said visual image.

26. A display kit, according to claim 25, wherein:

said means for removably fixing said at least one display member includes at least one of a plurality of mechanical snaps, a plurality of velcro members, a zipper member means, and a laced-member means;

said at least one in said means for removably fixing being positioned proximate an outer boundary of said visual plane; and

said at least one enabling said flexible display member to be rapidly affixed to said flexible covering for easy assembly and rapidly removed for storage, thereby facilitating a rapid and inexpensive change in said visual image by a user.

27. A display kit, according to claim 22, further comprising:

at least one seam in said flexible covering;

a closure member positioned along said seam;

said closure member being at least one of a zipper closure member, a snap closure member, a laced closure member, and a velcro closure member; and

said closure member being effective to release and open said seam during an assembly or disassembly of said flexible covering with said frame member and speed the disassembly process, while allowing a rapid closing of said seam after assembly thereby enabling a rapid change of said flexible covering.

28. A display kit, according to claim 23, wherein:

said lighting assembly further comprises at least one of an automated means and a computer means for receiving and storing a user-input and driving a control of said lighting assembly, thereby enabling a selected and programmed lighting operation to be used to increase the visual attractiveness of said display kit; and

power distribution means for receiving a power supply external to said apparatus and for distributing said power supply to said lighting assembly, whereby safe electrical operation of said display kit is improved.

29. A display kit, according to claim 23, wherein:

said display kit includes at least one of said mobile lighting unit and display projecting unit.

30. A display apparatus, according to claim 24, wherein:

said frame member includes said support footing member;

said support footing member spacing said frame member from said support surface; and

a plurality of spacing members spacing said support footing member from frame member.

31. A display kit, according to claim 27, wherein:

said flexible covering member includes both said top and said bottom openings; and

at least one of said openings including means for tightening the covering member along said at least one visual plane, whereby said means for tightening minimizes wrinkles in said covering member and enhances smooth viewing of visual

image.

32. A display kit, according to claim 31, wherein:

said top opening includes said means for tightening;

said means for tightening further comprising:

5 at least one of a plurality of adjustable strips, a draw-string means, an elastic member, a cross-laced means, a combination of said adjustable strips and said elastic member; and a combination of said elastic member and said draw-string means.

33. A display kit, according to claim 31, wherein:

10 said bottom opening includes said means for tightening;

said means for tightening said bottom opening further comprising:

 at least one of a plurality of adjustable strips, a draw-string means, an elastic member, a cross-laced means, a combination of said adjustable strips and said elastic member; and a combination of said elastic member and said
15 draw-string means.

34. A display kit, according to claim 32, wherein:

said bottom opening includes said means for tightening;

said means for tightening said bottom opening further comprising:

20 at least one of a second plurality of adjustable strips, a second draw-string means, a second elastic member, a second cross-laced means, a combination of said second adjustable strips and said second elastic member; and a combination of said second elastic member and said second draw-string means.

35. A display kit, according to claim 23, wherein:

said lighting assembly further comprises at least one of a sound projecting unit and a scent projecting unit.

36. A display kit, comprising:

5 a support frame member defining an inner volume;

said support frame member comprising at least first and second rigid side supports joining top and bottom sections;

each said side support having a first length;

10 a flexible covering member including means for removably covering said frame member and bounding said inner volume therein;

said support frame supporting and tensioning said covering material along at least one visual plane effective to position at least one visual image for easy visual approach by an external viewer;

15 said support frame member including means for rapidly assembling and disassembling said frame member, whereby elements of said frame member may be rapidly assembled and disassembled by a user allowing easy storage and transportation in a compact shape; and

20 at least one lighting assembly positioned within said bounded inner volume and projecting an illumination on said covering material to enhance a perception of said visual image on said flexible covering.

37. A display kit, comprising:

a support frame member defining an inner volume;

said support frame member comprising at least first and second rigid

side supports joining top and bottom sections;

each said side support having a first length;

a flexible covering member including means for removably covering said frame member and bounding said inner volume therein;

5 said support frame supporting and tensioning said covering material along at least one visual plane effective to position at least one visual image for easy visual approach by an external viewer; and

at least one lighting assembly positioned within said bounded inner volume and projecting an illumination on said covering material to enhance a perception of
10 said visual image on said flexible covering.

38. A display kit, comprising:

a support frame member defining an inner volume and including at least a plurality of upright elements having a first length;

a replacement plurality of upright elements having at least a second length;

15 said support frame member including means for rapidly assembling and disassembling said frame member, whereby said plurality of upright elements having said first length in said frame member may be rapidly assembled with a connective plurality of cross elements and replaceably interchanged with said plurality of
uprights have said second length, thereby allowing a user to rapidly assemble support
20 frames of at least first and second heights and rapidly disassemble said support frame for storage and transportation in a compact size;

at least one flexible covering member including means for removably covering said frame member at a selected height and bounding said inner volume therein; and

25 said support frame supporting and tensioning said covering material along at

least one visual plane effective to position at least one visual image available for easy visual approach by an external viewer.

39. A display kit, comprising:

a support frame member defining an inner volume;

5 said support frame member comprising at least first and second rigid side supports joining top and bottom sections;

each said side support having a first length;

a flexible covering member including means for removably covering said frame member and bounding said inner volume therein;

10 said support frame supporting and tensioning said covering material along at least one visual plane effective to position at least one visual image available for easy visual approach by an external viewer; and

15 said support frame member including means for rapidly assembling and disassembling said frame member, whereby elements of said frame member may be rapidly assembled and disassembled by a user allowing easy storage and transportation in a compact shape.